

PROPER GOOD™

happy spoon. happy you.



tracking cookie embedded - please do not share.

PROPER GOOD is positioned as a convenient,
good-for-you meal option with clean
ingredients in flexible transparent packaging -
that's ready to eat in 90 seconds.

we're starting with soup, but there are many
items we can use this packaging and brand
format for, all under the **PROPER GOOD** name.

starting with soup...

252
million

Americans eat
packaged soup

182
million

eat more than
2 soups per week

\$4
billion

in 2017 US
packaged
soup sales

6th

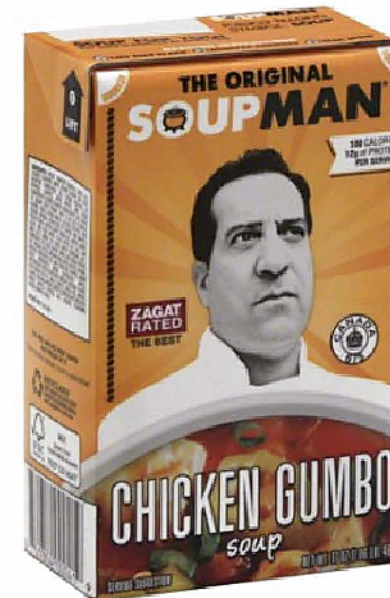
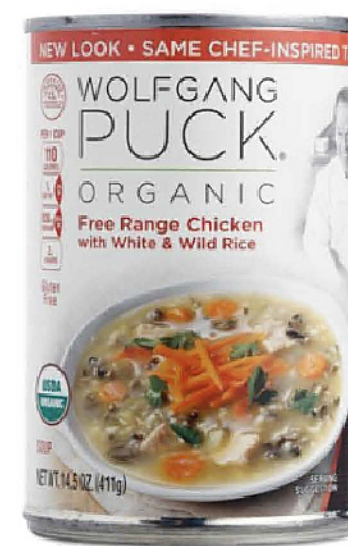
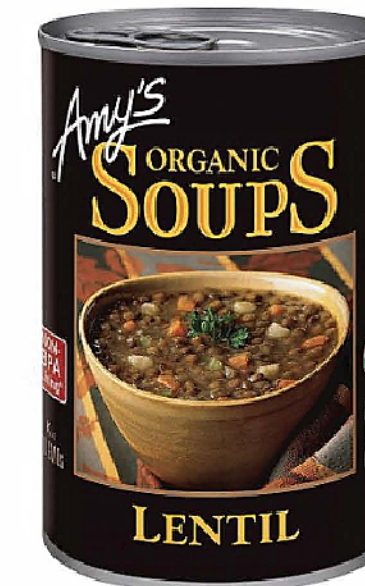
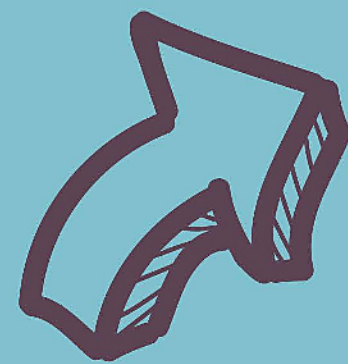
most commonly
purchased ready
to eat item in US

but...

no innovation in decades!

same business models, same pack formats
and same sales channels... the top selling
items in the US per IRI data:

that's right...
billions in sales
right here



**PACKAGED SOUPS TODAY ARE LOW
QUALITY, INCREDIBLY HIGH IN SODIUM
AND ARE SIMPLY NOT APPEALING
TO THE MODERN CONSUMER**

**people are excited about restaurant soups and
hot bar soups in natural grocery stores, but they
have no better-for-you choices with real & clean
ingredients in packaged soup... yet.**

PROPER GOOD

transparent stand-up
pouch to #seethesoup

striking stand up design
& vibrant branding

flexible &
lightweight
(no damages and
cost efficient shipping)

ambient storage
& shipment
(no cold-chain, save \$\$\$)



OPENING ACT

a mix of Keto specific and
classic clean ingredient soups.



pouch

- new possibilities

- 🗨️ BPA Free
- 🗨️ microwave in the pouch
- 🗨️ ready to eat in 90 seconds
- 🗨️ transparent, see & feel
- 🗨️ 1 year ambient shelf life
- 🗨️ 90% less freight than a can
- 🗨️ flexible, no denting
- 🗨️ cost efficient DTC shipment

product

- all good stuff.

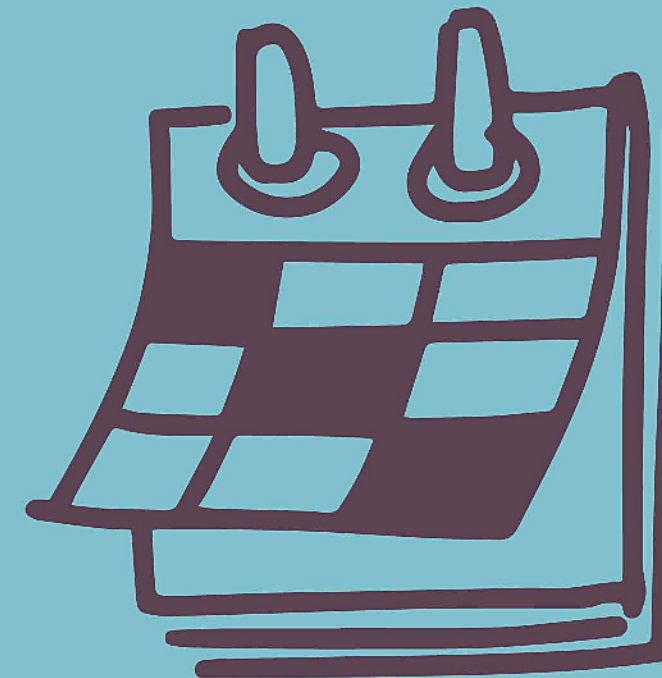
- 🗨️ Bone Broth based*
- 🗨️ 0g added sugar
- 🗨️ functional additions such as turmeric & coconut
- 🗨️ low calorie meal option
- 🗨️ chunky & thick soups
- 🗨️ super clean ingredients

for example, our creamy squash & carrot is just 110 calories for the whole pouch, only ingredients: coconut milk, butternut squash, vegetable broth (water, carrots, onions, leek), sweet potatoes, onions, carrots, garlic, potato starch, sea salt, rosemary extract, turmeric, cinammon & white pepper.

future extensions...



**lifestyle
specifics**



**seasonal flavors
+ summer soups**



cuisine focus

*proper
opportunities
here...*



**tasty soup
additions**



**branded
items**



beyond soup...

we have many items in the pipeline to ensure PROPER GOOD evolves into a platform brand - focused on delicious, convenient and clean ingredient meal solutions in microwavable & BPA Free pouches.

we're laser focused on launching soup right now, but stay tuned for the next category...

a proper good team



Christopher Jane
CEO
(Chief Soup)

Stanford MBA
former co-founder
& CEO of condiment
brand montanamex
(\$3mm raised, 7 products
to 1000+ stores)



Jennifer Jane
CMO
(Soup Community)

former co-founder
& CMO - led all brand,
marketing, social &
e-commerce for national
product launch and
\$100,000s in online sales



Rebecca O'Brien
COO
(Soup Ops)

10+ years experience
with early stage CPG
operations & logistics
built supply chains for
dozens of new to
market items

sales model

primary sales will be Direct-to-Consumer (D2C) with single SKU's, multi-pack & subscription options

**EATPROPER
GOOD.COM**



secondary sales via Amazon for brand awareness as well as an initial slow rollout into select non-grocery retailers such as REI and World Market



further detail...

70%

not-so gross
margin

strong top line \$

**low
MOQs**

strong inventory
& cash planning

\$6.99
per soup

premium but
accessible

**1 yr
ambient**

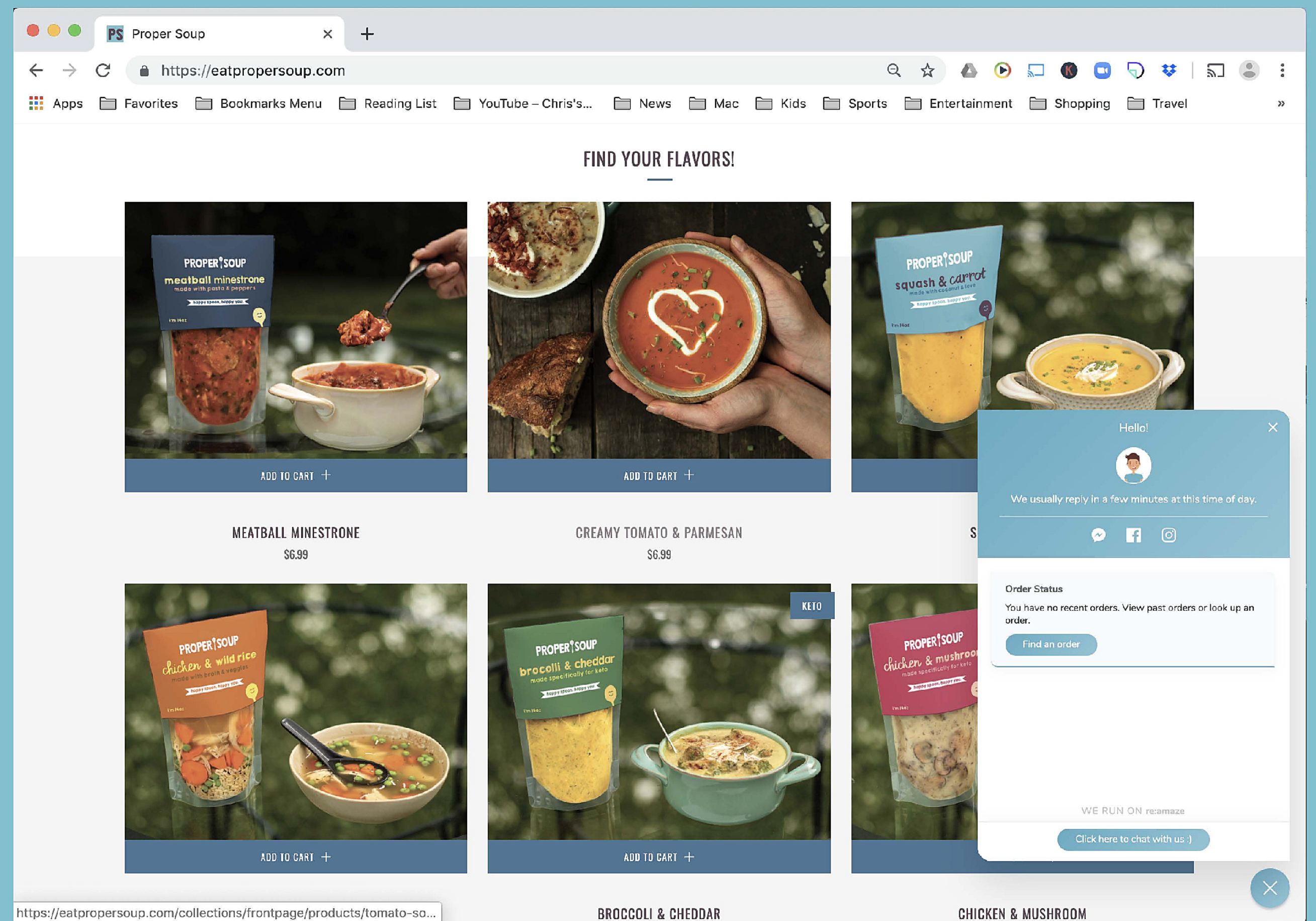
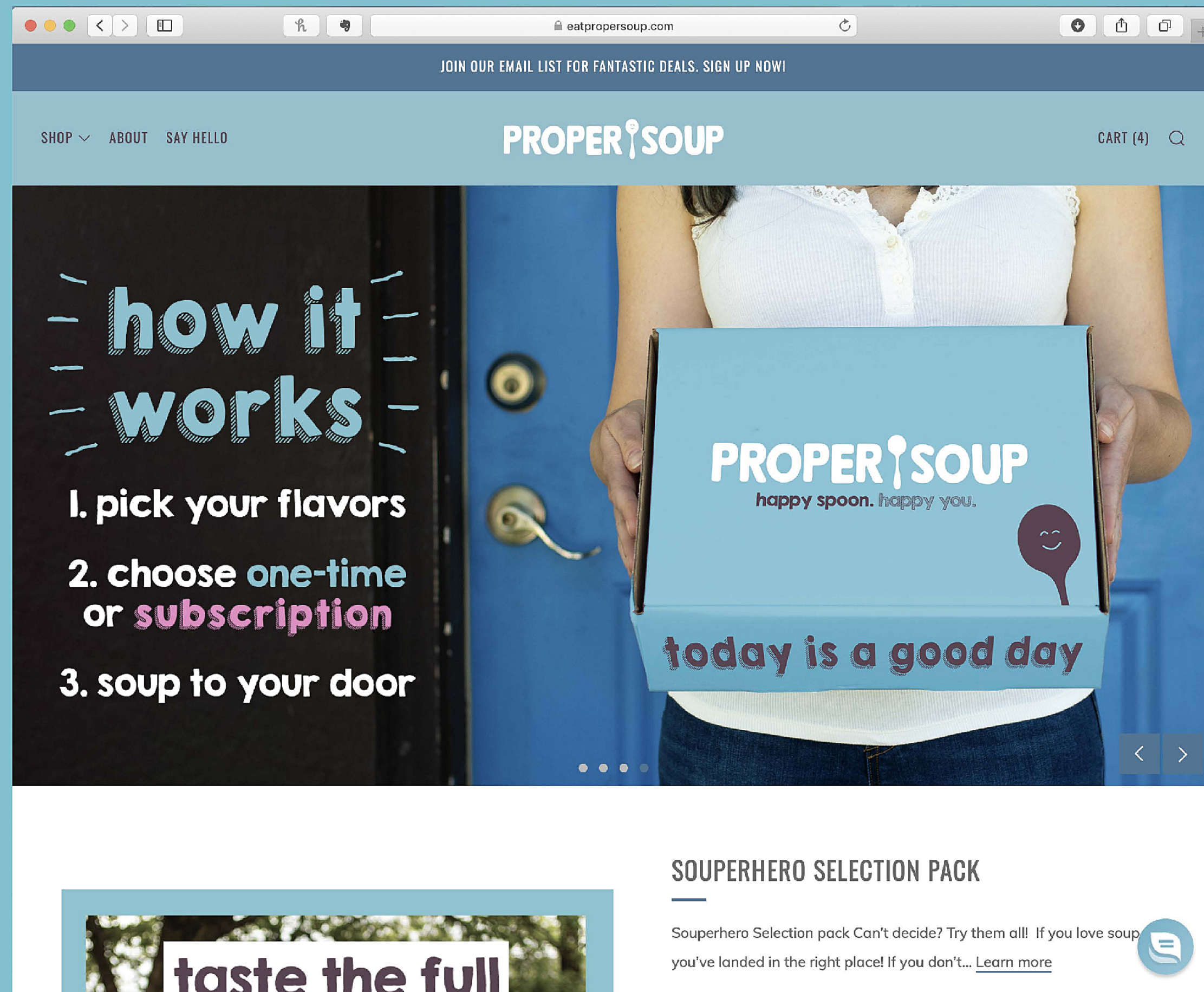
shelf life suitable
for all channels

**negative cash
conversion**

strong supplier payment terms,
with instant revenue via DTC

website built & ready to launch

fully optimized shopify store with text-to-order, referral campaigns
& all best practices from prior successful D2C launches



please request password to view

a proper thanks
for reading!

to get involved reach out to
chris@eatpropergood.com

